

Abstract of the Disclosure

A method of providing a telephone shopping service in which a user is authenticated using an originator telephone number and a temporary password is provided. The method includes the steps of (a) receiving a temporary password and purchasing conditions from a user through telephone connection, (b) retrieving article information meeting the purchasing conditions received in step (a), after ending the telephone connection, (c) setting telephone connection to the user using the user's originator telephone number and confirming the user using the temporary password received in step (a), and (d) providing the article information retrieved in step (b) and arranging a transaction according to the user's selection.

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10 Accordingly, the method can provide a safe and convenience telephone shopping service by using a purchaser's originator telephone number and a temporary password. In other words, in a conventional telephone shopping method, a purchaser needs to register a purchaser ID and password for purchaser authentication in advance and memorize them. However, in this method, an originator telephone number is used as a purchaser ID, and a

15 temporary password which is valid for only a single transaction is instantly created by a purchaser so that the identity of the purchaser can be confirmed using the temporary password.

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